



ÖKOPROFIT®

Sustainable Economic Development

through Eco-efficiency
in Public Private Partnerships

Programme Basics

What is ÖKOPROFIT®?

The basic idea of ÖKOPROFIT® is a mutually beneficial model using integrated environmental technologies to strengthen businesses economically and simultaneously improve the local environment.

History

ÖKOPROFIT® (ECOPROFIT), the 'ECOLOGICAL PROJECT FOR INTEGRATED ENVIRONMENTAL TECHNOLOGY', is a programme for sustainable economic development developed by the Environment Department of the City of Graz, Austria, in 1991. The project has been awarded the 'European Sustainable City Award 1996' and the 'Dubai International Award for Best Practices to improve the Living Environment 2002'. It was also a finalist in the 'Bremen Partnership Award Contest 2001'.

The Public Private Partnership Model

An important factor for the success of ÖKOPROFIT® is the special way local authorities, businesses and consultants work together through common training programmes and networking. This strong co-operation enables an effective flow of information and considerable synergies.

The Project

The ÖKOPROFIT® Academy was founded to give other regions the chance to apply the methods that have proved successful in Graz. Consultants and local authority representatives are instructed in the ÖKOPROFIT® method through an extensive training programme. The subsequent ÖKOPROFIT® basic programme transfers this knowledge into participating companies. The Cleaner Production Center (CPC) Austria was charged with the international dissemination of the project, the organisation of the ÖKOPROFIT® Academy and the allocation of licences for use of the ÖKOPROFIT® trademark. The CPC supports project managers in the implementation process and thus assures the quality and success of the projects.

Further development

The permanent further development of the project is a central concern of the project team. As a reaction to the wishes of our project participants, special programmes were developed for tourism as well as small businesses with less than 10 employees.

The Best Practice Network

The establishment of an international ÖKOPROFIT® network enables participating companies, consultants, local authorities and research institutions to benefit from synergies by sharing knowledge. The CPC Austria has a pool of experienced experts and partners from a variety of disciplines and thus guarantees to provide 'state of the art' advice.

The ÖKOPROFIT® Trademark

ÖKOPROFIT® is an international registered and copyrighted trademark. Project managers are allowed to use the trademark and the associated programme through a licence agreement.



The Costs

Project costs are usually financed through public grants and contributions from participating companies. In addition, sponsorship through funding programmes should be considered.



ÖKOPROFIT® is a unique programme that strengthens both local authorities and companies, helping to secure the sustainable economic development of a region.

In Graz alone more than 100 companies have achieved the following savings with ÖKOPROFIT® over the last couple of years:



ÖKOPROFIT® advantages for:

Authorities

- Efficient and economic benefits to the environment through better use of resources
- Establishment of sustainable structures through an efficient economic support system
- Funds to support innovative companies rather than expenses for environmental recovery
- Safeguarding of jobs through successful companies
- Competitive and regional advantages
- Higher quality of life for the inhabitants of a region
- Improvements to environmental quality in a region, helping to stimulate tourism
- Helping to achieve Local Agenda 21 objectives to reach the Kyoto target

Companies

- Increase in production efficiency and reduction of costs through lower consumption of raw materials and energy
- Reduction of costs through less waste and emissions
- Legal compliance through official support
- Training of employees in the areas of environmental protection, production efficiency and cost awareness
- Synergies through common training programmes with other companies
- Support of the project by local authorities
- International market opportunities through networking
- Certification as an official "ÖKOPROFIT® company" and integration in joint PR activities
- Preparation or addition to EMAS or ISO 14001



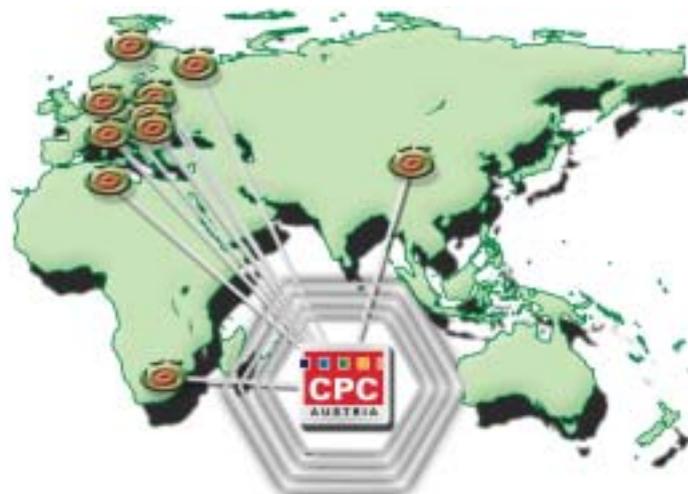
How does ÖKOPROFIT® work?

ÖKOPROFIT® builds on a step-by-step plan consisting of the Academy, the Basic Programme and the subsequent Club Programme.



Initially consultants and local authority representatives are trained on the ÖKOPROFIT® method via a 'train-the-trainer' programme in the **ÖKOPROFIT® Academy**. Subsequently the **ÖKOPROFIT® Basic Programme** will be started, in which the acquired knowledge will be transferred to employees of participating companies under the organisation's guidance. Finally the **ÖKOPROFIT® Club** will guarantee the long-term effectiveness of the programme via the ongoing exchange of experience and knowledge.

The network of ÖKOPROFIT® project participants comprises more than 1000 companies in an increasing number of cities and regions world-wide (details on www.cpc.at). It enables members to benefit from sharing experiences and international market opportunities.



How does ÖKOPROFIT® work?

The ÖKOPROFIT® Academy

At the ÖKOPROFIT® Academy consultants and local authority representatives



acquire the necessary qualifications and authorisation to manage ÖKOPROFIT® projects according to the official guidelines.

The training at the ÖKOPROFIT® Academy contains various aspects of corporate and communal development in environment related areas. Additionally there is a special programme for local authorities. The topics concentrate on the establishment and development of the communal infrastructure and the development of communal concepts in the areas of waste, energy, traffic/mobility, sustainability and Local Agenda 21. Experts share their experiences, advice in special workshops and support the implementation of the measures.

The ÖKOPROFIT® Basic Programme

In the ÖKOPROFIT® Basic Programme, which lasts approximately one year,



ÖKOPROFIT® project managers from the authorities will organise and manage the whole project, whilst the ÖKOPROFIT® consultants hold workshops and help to establish the objectives. Through a combination of workshops and individual advice, the acquired knowledge stays within the company.

The ÖKOPROFIT® Certification

After the positive evaluation from an independent committee, successful companies



are awarded the certificate as an officially recognised 'ÖKOPROFIT® company'.

The ÖKOPROFIT® Club

The ÖKOPROFIT® Club Programme was developed to ensure the continuous development and implementation of new measures in participating companies and promote the co-operation between companies, consultants and authorities. Workshops, events and consultations can be tailored to the individual requirements of each company.

Through a Best Practices Database, established within the network, research findings from international partners can be shared for analysis and to enhance the efficiency of the programme.



International votes for ÖKOPROFIT®



Walter Ferk
Responsible for Environmental Affairs and
Deputy Mayor of the City of Graz, Austria

"The City of Graz has already acquired a certain international reputation on the environment sector. In order to share our acquired knowledge and experiences with other cities and regions, we have founded the Cleaner-Production-Center Austria in 1996. The mission of the CPC Austria is to disseminate the idea of our ÖKOPROFIT® project world-wide. Over the years we were able to establish a demonstrative network of ÖKOPROFIT® partners. The reputation of ÖKOPROFIT® has already spread to China, South America and South Africa and our vision of an international ÖKOPROFIT® Network with its heart in Graz is now becoming reality."



Mag. Siegfried Nagl
Mayor of the
City of Graz, Austria

"Before we started the project, more than 10 years ago, the City of Graz was in quite a tough environmental situation. Within this situation nobody would have dared to hope that we could reach such enormous improvements in such a short time period. With the development of our ÖKOPROFIT®-programme we have found an instrument, which allows us to improve our environmental activities together with our enterprises and therewith strengthen their profitability. ÖKOPROFIT® has served us well to achieve the first 'European Sustainable City' award and we are proud that our project has evolved into an international role model."



Dipl. Ing. Boris Sovič
Mayor of the City
of Maribor, Slovenia

"In 2002 we have started with our ÖKOPROFIT® project in Maribor – in the framework of an INTERREG IIIA programme and in cooperation with the City of Graz. In the first phase 20 companies have participated and we were able to calculate a savings potential of € 839.393 for the years 2002 to 2004 through the measures we have planned. The project is very interesting, because it allows us to learn about best-practices-experiences in the field of eco-technology and strengthens the competitiveness of companies, especially regarding our EU-membership. I am convinced that ÖKOPROFIT® is important for the future development of our and other Slovenian cities and regions and I will support the further dissemination within other Slovenian municipalities, which are members of the Association of Municipalities and Towns of Slovenia."



Thomas Hunsteger-Petermann
Lord Mayor of the
City of Hamm, Germany

"Saving money through environmental practices in a company doesn't always look too profitable at first glance. But the results of the two ÖKOPROFIT® projects in the City of Hamm have proved the contrary. We have discovered a huge potential in every single participating company. In addition we reached annual savings of € 233.000 with one-off investments of € 82.000. Because of these achievements and strong interest from other companies we have decided to start a third basic programme immediately."





Dr. Reinhard Wieczorek

Responsible for Employment and Economic Affairs of the City of Munich, Germany

"Since we started ÖKOPROFIT® in Munich 70 companies have successfully participated in the project over four years. They have established comprehensive environment programmes which are consistently implemented and enhanced. If you look at the measures that were developed from the 53 companies of the first three years up to 2001, you can see an impressive balance: ÖKOPROFIT® has enabled us to save 3300 tons of CO² emissions, 16.1 million kilowatt hours of energy, 97 million litres of water, 1000 tons of residual waste and € 1.85 million. As a result we will continue with all modules of ÖKOPROFIT® in Munich."



Ing. Peter Paul Kemeter

Siemens SGP Transportation Systems
Graz, Austria

"The participation in ÖKOPROFIT® was a huge success for our business. Predominantly we were able to promote and reinforce the environmental awareness in our company and hence in every single employee. The ÖKOPROFIT® programme was an ideal supplement for the preparation for the Siemens-Matrix-Certification (Promehs) according to ISO 14001. Only through the ÖKOPROFIT® measures we have been able to establish a 'Cleaner Production Enterprise'. Especially in the area of waste and energy we were able to achieve high savings. Me and my environment team are very happy to have participated in the ÖKOPROFIT® programme and we will certainly continue contributing to environmental protection."



Mag. Gerda Schmid

Responsible for Economic Affairs of the Province of Vorarlberg, Austria

"ÖKOPROFIT® has been executed since 1996 in Vorarlberg and we already have 115 certified companies. We are convinced that ÖKOPROFIT® highly contributes to make our economic and living space more attractive. With the Cleaner-Production-Center Austria we have a proficient partner that supports us. What we hugely appreciate is the flexibility of ÖKOPROFIT® – it is applicable for small, medium and large enterprises, for the manufacturing and service industry. The participants always confirm, that they profoundly benefit from the exchange of experiences and new ideas in the workshops."



Dir. Hubert Aumeier

Grand Hotel Wiesler,
Graz, Austria

"In addition to the high quality standard of our décor and services we would like to incorporate ecological aspects and let them flow into the atmosphere of our house. Through ÖKOPROFIT® we, as a five-star-hotel, have found means and measures to act environment friendly towards our guests and employees without restrictions of the service. We were able to reduce our environmental impact and simultaneously, which is very positive from the economic point of view, achieve cost savings. These savings are invested in further environmental programmes. As the only five-star-hotel in Graz we receive visitors from all over the world and have decided to give top priority to act as an ambassador for ÖKOPROFIT®."





For more information please contact the

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